



Myer Care Plan Target Market Determination (TMD)

(5 October 2021)

Target Market Determination (TMD) for the Myer Care Plan.

A TMD is not intended to provide any financial product advice to you on the product protection cover. We do not consider your personal needs, objectives or financial situation in providing any information in this TMD.

Please note that the Care Plan terms and conditions booklet sets out the terms and condition of the product protection cover. You must refer to the Care Plan terms and conditions booklet before deciding about product protection.

This TMD is issued by Myer Pty Ltd ("Myer") ABN 83 004 143 239 and applies from 5 October 2021 and will continue to apply until this TMD is withdrawn.

About this document

A Target Market Determination describes the class of consumers that comprises the target market for a financial product and matters relevant to the product's distribution and review.

Product overview

Myer Care Plan is a warranty and service plan for certain products sold by Myer.

Purpose of product protection and key attributes

Myer Care Plan has been designed to assist with the repair or replacement cost, beyond the manufacturer warranty, of your Myer purchased electronic product, should it suffer an electrical or mechanical failure due to manufacturing defect or normal use, provided the purchased product has been used in a manner the manufacturer had intended it to be used.

Other key attributes of the Myer Care Plan include:

- a) Replacement cover is available for certain products costing \$1000 or less, and will provide a replacement item, a store credit, or a one-off gift card to the value of the purchase price of the product.
- b) Repair cover is available for most products, and will provide a repair of the product, unless the Myer Care Plan administrator chooses to replace the product.
- c) Other benefits which are additional to rights under the Australian Consumer Law (ACL), subject to terms of the Plan, being:
 - Convenience of having experienced operational and technical staff to manage the repair and/or replacement process;
 - Specified days for repair time;
 - Availability of a loan product; and
 - Toll Free technical assistance.
- d) Cover commences on the expiry of the original manufacturer's warranty and:
 - for computers and replacement cover items, lasts for 2 years; and
 - for other repair cover items, ends 5 years after the date of purchase.

Myer Care Plan provides rights which are in addition to existing rights under the Consumer Guarantees required by the ACL and do not limit or replace them. For information about the Consumer Guarantees required by the ACL, visit www.accc.gov.au.

Target market

Myer Care Plan is designed for customers who purchase an eligible electronic product from Myer and:

- a) want to protect themselves against the cost of having to repair or replace their product beyond the manufacturer warranty due to the product failing through manufacturing defect or normal use; and/or
- b) want the benefits of convenience and certainty beyond the remedies provided by the ACL.

Product protection is only suitable if the electronic product is being used for personal or domestic use.

Product protection is not designed for:

- a product purchased for commercial use, for example a domestic use washing machine installed at a laundromat;
- a customer if they already have protection for the goods against electrical and mechanical failure;
- a purchased product that is not retained in Australia;
- a product that will be subject to "excessive domestic use" as outlined in any manufacturer's specifications;
- covering normal maintenance costs; or
- mechanical or electrical failures of a product caused by accidental damage.

The likely objectives, financial situation and needs of retail clients in the target market include:

- a) needing assistance with, or wanting to pay for cover against, the repair or replacement cost of electrical or mechanical failure due to manufacturing defect or normal use after expiry of the manufacturer's warranty; or
- b) wanting to pay for additional benefits that provide certain convenience and certainty in addition to Consumer Guarantees under the ACL.

Myer Care Plan is not designed for people who, at the point of acquiring the product:

- a) want to carry the risk of paying the repair or replacement cost of electrical or mechanical failure due to manufacturing defect or normal use after expiry of the manufacturer's warranty; or
- b) have no need for the Myer Care Plan's additional benefits.

If the Myer Care Plan is sold to customers in the target market, it will likely be consistent with those customers' objectives, financial situation and needs because the Myer Care Plan provides:

- a) a warranty period in addition to the manufacturer's warranty; and
- b) certain benefits which are additional to rights under the ACL.

Distribution conditions and restrictions for Myer Care Plan

Myer Care Plan may only be purchased through Myer stores.

The following conditions and restrictions on distribution of the Myer Care Plan apply:

- a) Myer Care Plan may only be sold in accordance with the prevailing law;
- b) Myer Care Plan may only be sold in-store within 30 days of an eligible purchase;
- c) only trained staff members may sell a Myer Care Plan;
- d) staff members will advise customers of their rights under the Australian Consumer Law at the point of sale; and
- e) customers will be provided with the Myer Care Plan booklet prior to purchasing the Myer Care Plan.

If the Myer Care Plan is sold in accordance with the distribution conditions, it is likely to be sold to a customer in the target market because customers will be given information about:

- a) their Consumer Guarantee rights; and
- b) any additional benefit the Myer Care Plan offers to them.

Where Myer becomes aware of a significant dealing in the Myer Care Plan in relation to a customer that is not consistent with the TMD, Myer will notify ASIC as soon as practicable, and in any case no later than 10 business days from becoming aware.

When will this TMD be reviewed?

A review of the TMD will be completed within 24 months of the date of this document (i.e. by 5 October 2023) and every 24 months following completion of the last review.

Events that may cause early reviews of the TMD are:

- If we materially change the way we sell the Myer Care Plan;
- A significant portion of customers over a specified period are not advised of their consumer rights in respect of the goods purchased;
- Amendments to the Australian Consumer Law impacting the product protection provided by the Myer Care Plan;
- It is discovered that there is a material defect in the Care Plan terms and conditions booklet;
- A significant increase in complaints are received from our customers on coverage stemming from claims issues, or a number of complaints result in Myer identifying a systemic issue, suggesting the TMD is no longer appropriate;
- Information provided by regulators (ASIC or ACCC) or the code governance committee identifies the TMD is no longer appropriate; or
- Myer becomes aware of a significant dealing in the Myer Care Plan that is not consistent with this TMD.

Complaints reporting by claims administrator

The claims administrator to the program will record and inform Myer of any complaints it receives in respect of Care Plan claims. It will provide copies of these records to Myer within ten days of the end of each calendar month.